

The Honorable Michael K. Powell  
Chairman  
Federal Communications Commission  
445 12th Street, S.W.  
Washington, D.C. 20554

Dear Chairman Powell:

I'm writing to urge you to support the proposed merger between EchoStar Communications and Hughes Electronics. I believe the merger holds tremendous potential for my company in Foothill Ranch, CA which sells EchoStar's DISH Network satellite TV service. The new company will offer a more attractive product to consumers, and this will mean more business for my company.

I can offer local broadcast channels to all of my customers when they subscribe to the DISH Network. This is not the case for retailers in medium and small-sized markets. Currently, EchoStar offers local broadcast service in only 36 television markets. The merger will allow the new company to end the duplication of programming and free up hundreds of channels allowing consumers in all 210 television markets across the country to receive their local broadcast channels. As a DISH Network retailer, I am very excited by this development because satellite TV will be perceived nationally as real alternative to cable.

Today's fledgling satellite Internet services are too expensive for everyday customers, leaving cable and DSL providers in control of the broadband market. The new company will have the spectrum and satellite resources necessary to provide consumers across the country with a competitive high-speed Internet alternative, and my customers will have more choice in broadband providers.

My customers chose satellite TV over cable because of its superior customer service, better quality picture and sound, and the abundance of channel options. However, cable companies now offer digital cable in millions of homes. This has negated the past advantages of satellite over cable TV and has begun to hurt EchoStar and DIRECTV's ability to compete. The new company will have the resources, spectrum and satellites necessary to offer a competitive satellite TV product, improving customer service and keeping cable prices in check.

EchoStar retailers like me will gain the ability to offer the popular sports packages that would otherwise only be available on DIRECTV, once the merger is completed. This additional programming will increase customer demand, and improve sales.

Please support the merger between EchoStar Communications Corporation and Hughes Electronics. There are many benefits of the merger, but I believe that most importantly, the new company will increase competition with cable and help hold down cable rate increases. These savings, in turn, will be passed along to customers, which will be good for my business.

Take for instance a giant cable company like AOL/Time Warner. You approved merger after merger for this company in the past. It used to be Time Publishing

which merged with Warner Brothers, which later merged with Ted Turner, and finally merged with America On Line. Why would you let a merger of such gigantic proportions happen and not let Echostar and Direct TV merge? Companies like Time Warner have their hands into everything, so it is not only a cable monopoly but a total entertainment industry monopoly. Echostar and Direct TV would only be a TV merger unlike AOL/Time Warner which has diversified their monopoly reach. So far is their reach that they practically own half of the channel line up any cable or satellite operator offers, so it does not matter who has the subscription, AOL/Time Warner still gets the programming revenue from these channels.

So please support the Echostar / Direct TV merger. I would like to see these cable TV giants get some competition.

Sincerely,

Everest Bullon  
Foothill Ranch, CA 00000